

[illegible]

Disclosed is the purchase information collecting method capable of collecting reliable purchase information about any kind of commodity using a network. In the purchase information collecting method, used is a server apparatus capable of communicating with a computer managed (operated) by a seller and a computer operated by a purchasers, stores, when receiving sales information that is capable of identifying a deal about a commodity and is generated and transmitted by the computer managed by the seller, the received sales information on the first storing part. The server apparatus, when receiving purchase information that consists of personal information of a purchaser of a commodity and the sales information that is presented to the purchaser by a seller of the commodity, judges whether the sales information included in the received purchase information is stored in the first storing part, and, if the sales information is stored, stores the received purchase information as valid purchase information in the second storing part.